AMENDMENTS TO THE CLAIMS

Listing of Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A data delivery mechanism ~~having represented therein~~ comprising:

    ~~(A)~~ a content item; and

    ~~(B)~~ an info segment including, ~~(1)~~ a plurality of ad entries, each ad entry including, ~~(a)~~ an interruption point specifier indicating a point during play of the content item at which play should be interrupted and an advertisement played instead, wherein at least one ad entry of the info segment further has a maximum interruption length specifier.

2. (Original) The data delivery mechanism of claim 1 wherein the info segment further includes: a content identifier which associates the info segment with the content item.

3. (Currently Amended) The data delivery mechanism of claim 1 wherein ~~at least one of the plurality of ad entries further includes: (b) a~~ the maximum interruption length specifier indicates~~ing~~ a maximum duration of play of the advertisement, after which play of the content item should be resumed even if the advertisement has not completed.

4. (Currently Amended) The data delivery mechanism of claim 1 wherein at least one of the plurality of ad entries further includes:~~ (c)~~ a resume indicator enabling a user to override play

of the advertisement.

5. (Currently Amended) The data delivery mechanism of claim 1 wherein at least one of the plurality of ad entries further includes: ~~(d)~~ an ad type specifier which prevents an advertisement from interrupting the content item if the advertisement meets a predetermined criterion.

6. (Currently Amended) The data delivery mechanism of claim 1 wherein at least one of the plurality of ad entries further includes: ~~(e)~~ an ad lock specifier which permits an advertisement to be skipped if a predetermined criterion is met.

7. (Currently Amended) The data delivery mechanism of claim 1 wherein at least one of the plurality of ad entries further includes at least one of: ~~(b) a maximum interruption length specifier indicating a maximum duration of play of the advertisement, after which play of the content item should be resumed even if the advertisement has not completed; (c)~~ a resume indicator enabling a user to override play of the advertisement; ~~(d)~~ an ad type specifier which prevents an advertisement from interrupting the content item if the advertisement meets a predetermined criterion; and ~~(e)~~ an ad lock specifier which permits an advertisement to be skipped if a predetermined criterion is met.

8. (Original) The data delivery mechanism of claim 7 wherein the info segment further includes: a content identifier which associates the info segment with the content item.

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9. (Currently Amended) A data delivery mechanism having represented therein an info segment comprising:

(1) a plurality of ad entries, each ad entry having, (a) an interruption point specifier indicating a point during play of a content item at which play should be interrupted and an advertisement played instead, wherein at least one ad entry of the info segment further has a maximum interruption length specifier.

10. (Original) The data delivery mechanism of claim 9 wherein the info segment represented therein further comprises: a content identifier which associates the info segment with a predetermined content item.

11. (Currently Amended) The data delivery mechanism of claim 9 wherein the info segment represented therein further comprises at least one of the plurality of ad entries further having: (b) a the maximum interruption length specifier indicatesing a maximum duration of play of the advertisement, after which play of the content item should be resumed even if the advertisement has not completed.

12. (Currently Amended) The data delivery mechanism of claim 9 wherein the info segment represented therein further comprises at least one of the plurality of ad entries further having: (c) a resume indicator enabling a user to override play of the advertisement.

13. (Currently Amended) The data delivery mechanism of claim 9 wherein the info segment represented therein further comprises at least one of the plurality of ad entries further having: (d) an ad type specifier which prevents an advertisement from interrupting the content item if the advertisement meets a predetermined criterion.

14. (Currently Amended) The data delivery mechanism of claim 9 wherein the info segment represented therein further comprises at least one of the plurality of ad entries further having: (e) an ad lock specifier which permits an advertisement to be skipped if a predetermined criterion is met.

15. (Currently Amended) The data delivery mechanism of claim 9 wherein the info segment represented therein further comprises at least one of the plurality of ad entries further having at least one of: (b) a maximum interruption length specifier indicating a maximum duration of play of the advertisement, after which play of the content item should be resumed even if the advertisement has not completed; (c) a resume indicator enabling a user to override play of the advertisement; (d) an ad type specifier which prevents an advertisement from interrupting the content item if the advertisement meets a predetermined criterion; and (e) an ad lock specifier which permits an advertisement to be skipped if a predetermined criterion is met.

16. (Original) The data delivery mechanism of claim 9 wherein the info segment represented therein further comprises: a content identifier which associates the info segment with a predetermined content item.

17. (Currently Amended) A data delivery mechanism ~~having represented therein~~ comprising:

a plurality of segments of a program; and

interlaced between the segments of the program, a plurality of info segment pointers each providing access to an info segment which is external to the data delivery mechanism and which includes, a content identifier associating the info segment with the program, and a plurality of entries, each entry specifying, an interruption point at which play of the program should be interrupted and a commercial should be played, and one or more conditions controlling the interruption.

18. (Original) The data delivery mechanism of claim 17 wherein the one or more conditions comprise: whether a user can override insertion of the commercial; whether a particular type of commercial is allowed to be played at the interruption point; and whether the commercial can be skipped by virtue of a financial payment.

19. (Currently Amended) A data delivery mechanism having represented therein an electronic programming guide comprising:

a plurality of program identifications; and

a plurality of info segments, each info segment including, a program identification associating the info segment with a predetermined one of the plurality of program identifications, and a plurality of interruption point specifiers which indicate points at which, during play of a predetermined program identified by the predetermined one of the plurality of program

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identifications, play of the program should be interrupted for play of an advertisement, <u>wherein at least one of the info segments further includes a maximum interruption length specifier</u>.

20. (Currently Amended) The data delivery mechanism of claim 19 wherein: at least one of the info segments represented therein further includes <u>at least one of</u> ~~a maximum interruption length specifier; at least one of the info segments represented therein further includes~~ a permitted ad type specifier; ~~at least one of the info segments represented therein further includes~~ a prohibited ad type specifier; and ~~at least one of the info segments represented therein further includes~~ an ad lock specifier.